

CONTRACT



WHIO-TV
PO Box 809606
Chicago, IL 60680-9606
(855) 333-2676

And:

Mentzer Media Services
210 W Pennsylvania Ave
Ste 250
Towson, MD 21204

Contract / Revision 119843 / 2		Alt Order # 08248862
Product PORTMAN FOR SENATE		
Contract Dates 10/04/16 - 10/10/16		Estimate # 2980
Advertiser Pol/R Portman/R/Senate/OH-A		Original Date / Revision 05/19/16 / 10/11/16
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Property WHIO-TV	Account Executive Philadelphia CoxRep	Sales Office CoxReps Philad
Special Handling		
Demographic Households		
Agy Code TV12736	Advertiser Code 280	Product 1/2 316
Agency Ref 4341		Advertiser Ref 43391

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	PCode	Rtn	Type	Spots	Amount
1	WHIO	10/07/16	10/07/16	Friday Prime Hour 3	10:00 PM-11:00 P		:30			P-05		NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/03/16	10/09/16	----1--				1	\$1,500.00					
2	WHIO	10/07/16	10/07/16	NewsCenter 7 @ noon	12:00 PM-12:30 P		:30			P-05		NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/03/16	10/09/16	----1--				1	\$1,000.00					
3	WHIO	10/07/16	10/07/16	NewsCenter 7 530p	5:30 PM-6:00 PM		:30			P-05		NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/03/16	10/09/16	----1--				1	\$1,400.00					
4	WHIO	10/07/16	10/07/16	Daybreak Edition 6a	6:00 AM-7:00 AM		:30			P-05		NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/03/16	10/09/16	----1--				1	\$800.00					
5	WHIO	10/07/16	10/07/16	M-F 7p-730p	7:00 PM-7:30 PM		:30			P-05		NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/03/16	10/09/16	----1--				1	\$1,200.00					
6	WHIO	10/07/16	10/07/16	Friday Prime Hour 1	8:00 PM-9:00 PM		:30			P-05		NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/03/16	10/09/16	----1--				1	\$1,500.00					
7	WHIO	10/07/16	10/07/16	M-F 9a-10a	9:00 AM-10:00 AM		:30			P-05		NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/03/16	10/09/16	----1--				1	\$300.00					
8	WHIO	10/07/16	10/07/16	Friday Prime Hour 2	9:00 PM-10:00 PM		:30			P-05		NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/03/16	10/09/16	----1--				1	\$1,500.00					
9	WHIO	10/10/16	10/10/16	M-F 10a-11a	10:00 AM-11:00 A		:30			P-05		NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/10/16	10/16/16	1-----				1	\$350.00					
10	WHIO	10/10/16	10/10/16	M-Su 11p News	11:00 PM-11:30 P		:30			P-05		NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/10/16	10/16/16	1-----				1	\$1,500.00					

(* Line Transactions: N = New, E = Edited, D = Deleted)

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<u>Contract / Revision</u> 119843 / 2		<u>Alt Order #</u> 08248862
<u>Contract Dates</u> 10/04/16 - 10/10/16		<u>Product</u> PORTMAN FOR SENAT
<u>Advertiser</u> Pol/R Portman/R/Senate/I		<u>Estimate #</u> 2980
		<u>Original Date / Revision</u> 05/19/16 / 10/11/16

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	PCode	Rtn	Type	Spots	Amount
11	WHIO	10/10/16	10/10/16	M-F 4p-5p	4:00 PM-5:00 PM		:30			P-05		NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/10/16	10/16/16	1-----				1	\$500.00					
12	WHIO	10/10/16	10/10/16	NewsCenter 7 5p	5:00 PM-5:30 PM		:30			P-05		NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/10/16	10/16/16	1-----				1	\$1,200.00					
13	WHIO	10/10/16	10/10/16	Daybreak Edition 530a-530a-6a			:30			P-05		NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/10/16	10/16/16	1-----				1	\$550.00					
14	WHIO	10/10/16	10/10/16	M-F 7p-730p	7:00 PM-7:30 PM		:30			P-05		NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/10/16	10/16/16	1-----				1	\$1,200.00					
15	WHIO	10/10/16	10/10/16	Mon Hour 1	8:00 PM-9:00 PM		:30			P-05		NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/10/16	10/16/16	1-----				1	\$2,500.00					
16	WHIO	10/10/16	10/10/16	M-F 9a-10a	9:00 AM-10:00 AM		:30			P-05		NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/10/16	10/16/16	1-----				1	\$300.00					
17	WHIO	10/08/16	10/08/16	Sat Prime Hour 3	10:00 PM-11:00 PM		:30			P-05		NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/03/16	10/09/16	-----1-				1	\$1,000.00					
18	WHIO	10/08/16	10/08/16	SEC Game	12:00 PM-7:00 PM		:30			P-05		NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/03/16	10/09/16	-----1-				1	\$1,000.00					
19	WHIO	10/09/16	10/09/16	Su 1135p-1235a	11:30 PM-12:00 AM		:30			P-05		NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/03/16	10/09/16	-----1				1	\$200.00					
E 20	WHIO	10/09/16	10/09/16	Sun Prime Hour 2	8:00 PM-9:00 PM		:30			P-05		NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/03/16	10/09/16	-----1				1	\$2,000.00					
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>			<u>Type</u>		
	1	WHIO	10/03/16-10/09/16	Sun Prime Hour 2	8:00 PM-9:00 PM	-----Su	:30		\$2,000.00			NM		
			See MG 20.2											
	2	WHIO	10/09/16-10/09/16	Su After Sports Hour 2	830p-930p	-----Su	:30		\$2,000.00			NM		
	Ⓜ Credited													
21	WHIO	10/06/16	10/06/16	M-F 10a-11a	10:00 AM-11:00 AM		:30			P-05		NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/03/16	10/09/16	---1---				1	\$350.00					
22	WHIO	10/06/16	10/06/16	M-F 4p-5p	4:00 PM-5:00 PM		:30			P-05		NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/03/16	10/09/16	---1---				1	\$500.00					
23	WHIO	10/06/16	10/06/16	NewsCenter 7 5p	5:00 PM-5:30 PM		:30			P-05		NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/03/16	10/09/16	---1---				1	\$1,200.00					
24	WHIO	10/06/16	10/06/16	Daybreak Edition 530a-5:30 AM-6:00 AM			:30			P-05		NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/03/16	10/09/16	---1---				1	\$550.00					

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<u>Advertiser</u> Pol/R Portman/R/Senate/I		<u>Estimate #</u> 2980
		<u>Original Date / Revision</u> 05/19/16 / 10/11/16

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	PCode	Rtn	Type	Spots	Amount
25	WHIO	10/06/16	10/06/16	NewsCenter 7 6p	6:00 PM-6:30 PM		:30			P-05		NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/03/16	10/09/16	---1---				1	\$1,500.00					
26	WHIO	10/06/16	10/06/16	Daybreak Edition 6a	6:00 AM-7:00 AM		:30			P-05		NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/03/16	10/09/16	---1---				1	\$800.00					
E 27	WHIO	10/06/16	10/06/16	M-F 730p-8p	7:30 PM-8:30 PM		:30			P-05		NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/03/16	10/09/16	---1---				1	\$2,000.00					
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>			<u>Type</u>		
	1	WHIO	10/03/16-10/09/16	M-F 730p-8p	7:30 PM-8:30 PM	----Th-----	:30		\$2,000.00			NM		
	See MG 27.2													
	2	WHIO	10/06/16-10/06/16	NFL RS Pre-Game Other	Various	----Th-----	:30		\$2,000.00			NM		
	(M) MG for 27.1 10/06													
28	WHIO	10/06/16	10/06/16	M-F 9a-10a	9:00 AM-10:00 AM		:30			P-05		NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/03/16	10/09/16	---1---				1	\$300.00					
29	WHIO	10/04/16	10/04/16	M-F 10a-11a	10:00 AM-11:00 A		:30			P-05		NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/03/16	10/09/16	-1-----				1	\$350.00					
30	WHIO	10/04/16	10/04/16	M-F 4p-5p	4:00 PM-5:00 PM		:30			P-05		NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/03/16	10/09/16	-1-----				1	\$500.00					
31	WHIO	10/04/16	10/04/16	NewsCenter 7 5p	5:00 PM-5:30 PM		:30			P-05		NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/03/16	10/09/16	-1-----				1	\$1,200.00					
32	WHIO	10/04/16	10/04/16	Daybreak Edition 530z5:30 AM-6:00 AM			:30			P-05		NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/03/16	10/09/16	-1-----				1	\$550.00					
33	WHIO	10/04/16	10/04/16	NewsCenter 7 6p	6:00 PM-6:30 PM		:30			P-05		NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/03/16	10/09/16	-1-----				1	\$1,500.00					
34	WHIO	10/04/16	10/04/16	Tue Hour1	8:00 PM-9:00 PM		:30			P-05		NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/03/16	10/09/16	-1-----				1	\$3,000.00					
35	WHIO	10/04/16	10/04/16	M-F 9a-10a	9:00 AM-10:00 AM		:30			P-05		NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/03/16	10/09/16	-1-----				1	\$300.00					
36	WHIO	10/05/16	10/05/16	M-F 10a-11a	10:00 AM-11:00 A		:30			P-05		NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/03/16	10/09/16	--1----				1	\$350.00					
37	WHIO	10/05/16	10/05/16	M-Su 11p News	11:00 PM-11:30 F		:30			P-05		NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/03/16	10/09/16	--1----				1	\$1,500.00					
38	WHIO	10/05/16	10/05/16	NewsCenter 7 @ noon	12:00 PM-12:30 F		:30			P-05		NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/03/16	10/09/16	--1----				1	\$1,000.00					

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119843 / 2		08248862
<u>Contract Dates</u>		<u>Product</u>
10/04/16 - 10/10/16		PORTMAN FOR SENATE
<u>Advertiser</u>		<u>Estimate #</u>
Pol/R Portman/R/Senate/I		2980
<u>Original Date / Revision</u>		
05/19/16 / 10/11/16		

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	PCode	Rtn	Type	Spots	Amount
39	WHIO	10/05/16	10/05/16	M-F 4p-5p	4:00 PM-5:00 PM		:30			P-05		NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/03/16	10/09/16	--1----				1	\$500.00					
40	WHIO	10/05/16	10/05/16	Daybreak Edition 530a	5:30 AM-6:00 AM		:30			P-05		NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/03/16	10/09/16	--1----				1	\$550.00					
41	WHIO	10/05/16	10/05/16	NewsCenter 7 530p	5:30 PM-6:00 PM		:30			P-05		NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/03/16	10/09/16	--1----				1	\$1,400.00					
42	WHIO	10/05/16	10/05/16	M-F 7p-730p	7:00 PM-7:30 PM		:30			P-05		NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/03/16	10/09/16	--1----				1	\$1,200.00					
43	WHIO	10/05/16	10/05/16	M-F 9a-10a	9:00 AM-10:00 AM		:30			P-05		NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/03/16	10/09/16	--1----				1	\$300.00					
Totals									0.00				42	\$40,900.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/26/16 - 10/10/16	42	\$40,900.00	(\$6,135.00)	\$34,765.00
Totals	42	\$40,900.00	(\$6,135.00)	\$34,765.00

Signature: _____ Date: _____

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CREDIT TAKEN FOR 1 SPOT(S) MISSED OCT9
STATION MAKEGOOD OFFERS:
M3 OK'D BUY#44 MISSED:SUN/830P-930P OCT9 30S \$2,000.00 (OCT11/16)
OFFER: NONE
CMT:SPOT DID NOT RUN DUE TO SPORTS OVERRUN PLEASE CREDIT AND MOVE \$ TO
CMT:CURRENT CONTRACT

OCT/16 40900.00

CONTRACT TOTAL 40900.00
TOTAL SPOTS 42

MARKET TOTALS \$78,000

WHIO 55% WDTN 30% WKEF 10% WRGT 0% CABL 0% WBDT 5%

SVC- NSI
DEMOS- RA21+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE